FILE

OCTOBER 13

1969 fashion calendar

29th year · issued weekly

JANUARY

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ruth finley, publisher tr 9-2343 8 east 77th street new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, OCTOBER 13, 1969

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Oct. 12- Oct. 14	14TH NATIONAL FABRICS SHOW	NATIONAL RETAIL MERCHANTS ASSN	HOTEL McALPIN B'WAY & 34TH STREET
	National Fashion Fabrics and Home Sewing Accessories Show. Hours: Oct. 12, 10:00 - 7:00; Oct. 13, 14, 9:30 - 6:00. Seventeen Magazine-sponsored fashion show: Mon., Oct. 13, 8:30 A.M. Merchandising session: Tues., Oct. 14, 8:30. Contact: CH. 4-8780.		
Sunday Oct. 12- Oct. 16	FLORIDA FASHION MARKET WEEK	FLORIDA FASHION COUNCIL	HOTEL NEW YORKER 8TH AVE. & 34TH STREET
	Showing cruise, resort, early Spring collection. Contact: 563-1000.		
Monday Oct. 13 9:30 A.M.	OPENING OF SPRING COLLECTION	BEENE BAZAAR	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	By invitation. Thereafter by appointment. Contact: LW. 4-0454.		
Oct. 13	11:00 A.M., GAYLE KIRKPATRICK, 530 Seventh Avenue, 29th floor, 524-7900		
Oct. 13	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Monday Oct. 13 1:00 P.M.	OPENING: RESORT-SPRING COLLECTION	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Also Oct. 14, 20, 21, 27, 28 at 1:00 P.M. By reservation. Contact: LA. 4-3520.		
Oct. 13	3:00 P.M., BILL BLASS FOR MAURICE RENTNER PRESS SHOW (see page 3)		
Oct. 13	3:30 P.M., PRESS PREVIEW, ISRAELI KNITWEAR (see below)		
Oct. 13	4:00 P.M., GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Monday Oct. 13 8:30 P.M.	TWENTY-SEVENTH ANNUAL COTY AWARDS	COTY, INC.	ALICE TULLY HALL LINCOLN CENTER
	American Fashion Critics' Awards to Stanley Herman of Mr. Mort and Victor Joris of Cuddlecoat. Return award to Anne Klein. Special awards to Adolfo, Halston, Julian Tomchin. By invitation only. (Black Tie) Publicity: Eleanor Lambert, MU. 8-2130.		
Oct. 13	FUR FORTNIGHT IN LONDON (Oct. 13-25)		
Monday Oct. 13- Oct. 24	SPRING KNITWEAR FROM ISRAEL	EIGHT ISRAELI MANUFACTURERS	ATID - 22ND FLOOR 111 WEST 40TH STREET
	The American Trade & Industrial Development with Israel center will present knit fashions by: Dorina, Dukert-Paz, Elanit, Galia, Gabi, Derby, Iris, Jercoli--the Israeli knitwear industry's first major promotion in the U.S. By reservation. Director of ATID: Allen Bloostein. Contact: 594-5215.		

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READY-TO-WEAR TIME TABLE, WEEK OF OCTOBER 13

For more details, refer to specific listings in current and previous issues.

MON., OCT. 13	TUES., OCT. 14	WED., OCT. 15	THURS., OCT. 16
9:30 Beene Bazaar(O)	Tiffeau(O)		Tiffeau
10:00		Brigance for Fornarotto(P)	Samuel Winston(O) Bianchi(O)
10:30	Handmacher(O)	Oscar de la Renta(O)	
11:00 Gayle Kirkpatrick	Oscar de la Renta Boutique(O)	Pierre Cardin N.Y.(O)	
11:30		Modelia(P)	Andrew Woods(O)
12:00 Geoffrey Beene	Mollie Parnis(O)	Geoffrey Beene	Geoffrey Beene Mollie Parnis
1:00 Teal Traina (O)	Teal Traina Hannah Troy(O)	Chester Weinberg(P) Jr. Sophisticates(O)	Hannah Troy
2:00			Brigance for Fornarotto
2:30	Bill Blass(O)	Larry Aldrich(O)	Bill Blass
3:00 Bill Blass(P)			
3:30	Oscar de la Renta(P)		
4:00 Geoffrey Beene		Chester Weinberg	Donald Brooks(O)
4:30	John Moore(O)		
5:00		Richard Tam(O)	Pilot Blouse(O)
5:15	Rossino-Angela(O)		Rossino-Angela
6:30			Sant'Angelo

Beginning Monday Oct. 13	OPENING OF RESORT-SPRING COLLECTION By appointment. Contact: 594-5483.	ANNEMARIE GARDIN	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Oct. 13	OPENING: SPRING COLLECTION Also Line Two by Bert Geiger. Contact: Rod Owens, 279-2535.	BERT GEIGER-CAMPIONI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Oct. 13	SPRING KNITWEAR Continuous showings. Contact: Bernie Buchwald, 695-1617.	RUDI GERNREICH FOR HARMON KNITWEAR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday Oct. 13	RESORT-SPRING COLLECTION J.A.T. coats, suits, costumes in imported fabrics. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 13	OPENING OF SPRING COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Continuous by appointment. Contact: LO. 3-4358.		
Monday Oct. 13- Oct. 15	HOLIDAY HAIR FASHIONS	NATL HAIRDRESSERS & COSMETOLOGISTS ASSN	STATLER-HILTON HOTEL 7TH AVE. & 33RD STREET
	Hair Fashion Committee of NHCA will present new Holiday coiffures to the beauty profession at National Hair Fashion Show. Publicity: Mitchell Lachman, Bozell & Jacobs, 120 S. Riverside Plaza, 312-CE. 6-0870 (Chicago).		
Monday Oct. 13- Oct. 19	PARK AVENUE ANTIQUES FAIR	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
	Hours: 1:00 - 10:30 P.M., Mon. - Sat.; 1:00 - 5:00 P.M., Sun. Admission: $2.50. Publicity: Mary Osborne, 683-9128.		
Tuesday Oct. 14 9:30 A.M.	OPENING OF SPRING COLLECTION	JACQUES TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Also Oct. 16, 21, 23 at 9:30. By reservation. Contact: WI. 7-4551.		
Tuesday Oct. 14 10:30 A.M.	OPENING OF SPRING COLLECTION	MARIO FORTE FOR HANDMACHER	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter continuous. Contact: Ben Goldstein, 564-7832.		
Tuesday Oct. 14 11:00 A.M.	RESORT-SPRING COLLECTION	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Also Oct. 21, 23 at 11:00. Contact: Stuart Kreisler, LA. 4-9350.		
Tuesday Oct. 14 12:00 Noon	OPENING: RESORT-SPRING COLLECTION	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Also Oct. 16 at 12:00 Noon. By reservation. Contact: BR. 9-5012.		
Tuesday Oct. 14 12:00 Noon Luncheon	FASHION SHOW AT LUNCHEON	AMERICAN DENTAL ASSN	WALDORF-ASTORIA BALLROOM
	Showing of Sarmi's Fall collection; furs by Neustadter at luncheon. Fashion Show Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. By reservation: Mrs. Unger, 829 Central, Woodmere, L.I.		
Tuesday Oct. 14 12:45 P.M.	LUNCHEON SHOW OF MENSWEAR	PIERRE CARDIN (MEN'S AMERICA COLLECTION)	LE PERIGORD 575 PARK AVENUE (63RD)
	By invitation only. Contact: John Kornblith, JU. 2-4040.		
Tuesday Oct. 14 1:00 P.M.	OPENING OF SPRING COLLECTION	MURRAY NIEMAN FOR HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Also Oct. 16, 21 at 1:00. By reservation. Contact: LO. 3-0988.		
Oct. 14	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd Floor, LA. 4-3520		
Tuesday Oct. 14 2:30 P.M.	OPENING OF SPRING COLLECTION	BILL BLASS FOR MAURICE RENTNER	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Also Oct. 16, 21, 23 at 2:30. (Press Show: Mon., Oct. 13, 3:00 P.M. By invitation.) By reservation. Contact: LA. 4-6968.		
Oct. 14	3:30 P.M., OSCAR DE LA RENTA PRESS SHOW, 550 Seventh Avenue (see page 4)		
Tuesday Oct. 14 4:30 P.M.	RESORT AND SPRING COLLECTION	JOHN MOORE	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Also Oct. 20, 23 at 4:00. Contact: OX. 5-1350.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 14 5:15 P.M.	FIRST COLLECTION IN NEW SHOWROOM	ROSSINO-ANGELA	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Resort-Spring fashions by Angela. By invitation. Also Oct. 16, 21 at 5:15. By appointment. Contact: 695-7230.		
Tuesday Oct. 14 6:30 P.M.- 8:30 P.M.	SIXTH SESSION: CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENG. CENTER 345 EAST 47TH STREET
	"Fabrics & Leather". Speakers: Teddy & Arthur Edelman, Fleming-Joffe; Emery Mesereau, Joseph Bancroft; Jacqueline Horscher, Vogue Pattern Book International. Price: $2.75. Contact: CI. 7-3940.		
Beginning Tuesday Oct. 14	OPENING OF SPRING COLLECTION	RONDINA-MANZO	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Continuous by appointment. Contact: Mr. Revell, CH. 4-7270.		
Tuesday Oct. 14- Nov. 30	OPENING: ART EXHIBIT	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
	"Human Concern/Personal Torment" (The Grotesque in American Art). Public Relations: Leon Levine or Patricia Behrmann, 249-4100.		
Wednesday Oct. 15 9:00 A.M. Breakfast	PRESS PREVIEW: WOMEN'S FOOTWEAR	RED BALL FOOTWEAR (MISHAWAKA, INDIANA)	ESSEX HOUSE GARDEN ROOM
	Showing of Red Ball's Spring-Summer collection of casual footwear. By invitation only. Contact: Bonnie Ackley, 219-522-2220.		
Wednesday Oct. 15 9:30 A.M.& 11:00 A.M.	SEVENTH ANNUAL IDEAS PRESENTATION	DU PONT CO. (350 FIFTH AVENUE)	AUDITORIUM - 4TH FLOOR EMPIRE STATE BLDG.
	"Avant Garde VII"--annual presentation of yarns and styling ideas for Fall 1970. By invitation. Contact: Don March, 971-4905.		
Wednesday Oct. 15 9:30 A.M.	OPENING: NEW STORE	LORD & TAYLOR	ATLANTA, GEORGIA
	Mon., Oct. 13: preview party, by invitation only; Tues., Oct. 14: open house for the public. Publicity: Jeri Savidge, WI. 7-3300.		
Oct. 15	10:00 A.M., BRIGANCE FOR FORNAROTTO PRESS SHOW (see page 6)		
Wednesday Oct. 15 10:00 A.M.- 12:30 P.M.	PRESS PREVIEW: ART EXHIBIT	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST. 2ND FLOOR
	"New York Painting & Sculpture: 1940-1970". Centennial exhibition (through Feb. 1, 1970). Members Preview: Fri., Oct. 17, 10:00 - 10:00. Open to public: Sat., Oct. 18, 10:00. Public Relations: Jack Frizelle, 879-5500.		
Wednesday Oct. 15 10:30 A.M.	OPENING OF RESORT-SPRING COLLECTION	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Also Oct. 22, 29 at 10:30. By reservation. (Press Show: Oct. 14, 3:30. By invitation.) Contact: LA. 4-9350.		
Wednesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION	PIERRE CARDIN NEW YORK	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
	By invitation. Thereafter by appointment. Contact: 279-3091.		
Wednesday Oct. 15 11:30 A.M.	PRESS PREVIEW: SPRING COLLECTION	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
	By invitation. Thereafter by appointment. Contact: PE. 6-8888.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 15	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Wednesday Oct. 15 12:30 P.M. Luncheon	PRESS LUNCHEON-- "DIAMONDAIRE"	SAKS FIFTH AVENUE; LITTON INDUSTRIES	ST. REGIS LIBRARY
	Presentation of synthetic diamonds. By invitation only. Publicity: Helen O'Hagan, PL. 3-4000.		
Wednesday Oct. 15 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON	DON BREITINGER FOR HAROLD LEVINE	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Showing of Fall and Holiday fashions. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday Oct. 15 1:00 P.M.	OPENING OF SPRING COLLECTION	JUNIOR SOPHISTICATES AMBA	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Also Oct. 21 at 1:00. Thereafter continuous. Contact: Elaine Friedman, LO. 4-0462.		
Oct. 15	1:00 P.M., CHESTER WEINBERG PRESS SHOW (see below)		
Wednesday Oct. 15 2:30 P.M.	"PART TWO" COLLECTION BY MARIE McCARTHY	ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Also Oct. 21, 28 at 2:30. By reservation. Contact: CH. 4-1872.		
Wednesday Oct. 15 4:00 P.M.	OPENING OF SPRING COLLECTION	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Also Oct. 20, 22, 27 at 4:00. By reservation. (Press Show: Oct. 15, 1:00. By invitation.) Contact: CH. 4-3877.		
Wednesday Oct. 15 5:00 P.M. Cocktails	OPENING: SPRING COLLECTION	RICHARD TAM	HOTEL PLAZA WHITE & GOLD SUITE
	Show at 5:30. By invitation. Thereafter in Suite 223, by appointment. Contact: 550 E. 10th St., Oakland, Calif., 415-444-5070; or PL. 9-3000.		
Wednesday Oct. 15 5:30 P.M. Dinner	AWARD DINNER AND FASHION SHOW	UNDERFASHION CLUB (23 PARK AVENUE)	HOTEL ROOSEVELT TERRACE SUITE
	Annual "Femmy" Awards to Ada Salkowitz, Franklin Simon; Estelle Adler, Bloomingdale's. Showing of student designs commentated by Diane Dauer, Native Laces. Tickets: $17.50, for benefit Scholarship Fund, Traphagen School. Contact: Mercy Dobell, 572-4823.		
Wednesday Oct. 15 6:30 P.M. Dinner	ANNUAL AWARD DINNER AND FASHION SHOW	N.Y. FASHION DESIGNERS (1457 BROADWAY)	HOTEL PLAZA BALLROOM
	For benefit of Designers Creative Workshop. Chmn: Eugene Cogburn, Pres., Dan River Mills; Carl Rosen, Pres., Puritan. M.C.: Louis Laun, V.P., Celanese. Recipients of 1969 Award: Burlington Industries and Sears, Roebuck. By invitation only. Contact: Frances Duehren, WI. 7-0324.		
Beginning Wednesday Oct. 15	SWIMSUITS AND COVER-UPS	BRIGANCE WATERCLOTHES	1407 BROADWAY SHOWROOM - 9TH FLOOR
	Continuous showings. (Note Change of Date) Contact: Victor Salzman, 563-0416.		
Beginning Wednesday Oct. 15	RESORT-SPRING COLLECTION	EVA HAYNAL	435 FIFTH AVENUE SHOWROOM - PENTHOUSE
	Cocktail, evening and a special group of hostess fashions. By appointment. Contact: 755-5529.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 16	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Thursday Oct. 16 10:00 A.M.	RESORT-SPRING COLLECTION	ROXANNE FOR SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Also Oct. 21, 23 at 10:00 A.M. By reservation. Contact: CH. 4-2616.		
Thursday Oct. 16 10:00 A.M.	PRESS PREVIEW: SPRING BRIDAL FASHIONS	BIANCHI	499 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By invitation. Buyer Shows: Mon., Oct. 20, 10:00 A.M. and 2:00 P.M.; Tues., Oct. 21, 10:00 A.M.; Tues., Oct. 28, 10:00 A.M. By appointment. (Open House for special guests: Wed., Oct. 15, 5:00 - 7:00 P.M.; Tues., Oct. 21, 5:30 - 7:30 P.M. By invitation only.) Contact: Ray Baldasaro, BR. 9-0292. Public Relations: Margaret Hodge Co., 355-6997.		
Thursday Oct. 16 11:30 A.M.	OPENING: RESORT-SPRING COLLECTION	ANDREW WOODS	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Also Oct. 21 at 11:30. By reservation. Contact: Maurice Geiss, 564-3857.		
Oct. 16	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor. LW. 4-0454		
Oct. 16	12:00 Noon, MOLLIE PARNIS, 530 Seventh Avenue, 18th floor, BR. 9-5012		
Oct. 16	1:00 P.M., HANNAH TROY, 530 Seventh Avenue, 2nd floor, LO. 3-0988		
Thursday Oct. 16 2:00 P.M.	SHOWING OF RESORT-SPRING COLLECTION	BRIGANCE FOR FORNAROTTO	48 WEST 37TH STREET SHOWROOM - 14TH FLOOR
	Also Oct. 21 at 2:00. By reservation. (Press Show: Wed., Oct. 15 at 10:00. By invitation.) Contact: Ralph Glassberg, 947-1717.		
Oct. 16	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Thursday Oct. 16 4:00 P.M.	OPENING OF SPRING COLLECTION	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Also Oct. 21, 23 at 4:00. By reservation. Contact: WI. 7-8235.		
Thursday Oct. 16 4:00 P.M.	ANNUAL SEMINAR	TRICOT INSTITUTE OF AMERICA	STATLER-HILTON HOTEL TERRACE ROOM
	"Lingerie Market 1970: Trends and Developments". Contact: JU. 2-2224.		
Wednesday Oct. 16 5:00 P.M.	SPRING BLOUSES BY GAYLE KIRKPATRICK	PILOT BLOUSES (DIV. L'AIGLON)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Private showing of initial collection. By invitation. Thereafter in showroom, 1407 Broadway, 14th floor. Contact: PE. 6-6800. Publicity: Elizabeth Winchester, LW. 4-0800.		
Oct. 16	5:15 P.M., ROSSINO-ANGELA, 530 Seventh Avenue, 18th floor, 695-7230		
Thursday Oct. 16 6:00 P.M.	"SHAPE CLINIC"	FRANKLIN SIMON; GLAMOUR MAGAZINE	4TH FLOOR
	Customer showing of lingerie. Publicity: Adrienne Seiden, OR. 5-1000.		
Thursday Oct. 16 6:30 P.M.	SHOWING OF RESORT-SPRING COLLECTION	SANT'ANGELO (24 EAST 38TH STREET)	DEMOCRATIC CLUB 233 MADISON AVE. (37TH)
	By invitation. Contact: Geraldine Peterson, 685-3766.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Thursday Oct. 16	OPENING: SPRING COAT COLLECTION Continuous showings. Contact: Jay Stone, 563-5100.	RAINCHEETAHS BY NAMAN	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday Oct. 17 10:30 A.M.	OPENING: SPRING COLLECTION Also Oct. 22 at 10:30. By reservation. Contact: LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Sunday Oct. 19	NATIONAL PRESS WEEK IN CALIFORNIA By invitation. Contact: Marjorie Carne, California Mart, 110 E. 9th St., Los Angeles, Calif. 213-627-1034.	CALIFORNIA FASHION CREATORS	LOS ANGELES CALIFORNIA
Sunday Oct. 19-Oct. 22	SPRING '70 MENSWEAR FASHIONS Semi-annual showing of menswear by 450 manufacturers. Six performances of musical fashion show. Contact: 689-7420.	NAMSB (185 MADISON AVENUE)	HOTEL NEW YORKER 8TH AVE. & 34TH STREET
Monday Oct. 20 10:00 A.M.	SPRING COLLECTION AT TWO SHOWINGS Also at 3:00 PM. Contact: Janet Bonomo or Gene Schweitzer, 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Oct. 20	10:00 A.M., BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292		
Monday Oct. 20 10:30 A.M.	SPRING COLLECTION BY BOB BUGNAND By reservation. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Oct. 20 10:30 A.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: WI. 7-5324.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 20 11:00 A.M.	RESORT AND SPRING COLLECTION Also Oct. 20 at 3:00. (Press Show: Tues., Oct. 21, 3:00. By invitation.) Contact: Dorothy Herme, CH. 4-7270; Marie Lippi, 947-7326.	SARMI; NANDO COUTURE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday Oct. 20 12:00 Noon	SPRING COLLECTION BY WADIH PHARAON By invitation (luncheon). Thereafter by appointment. Contact: LW. 4-2717.	MOE NATHAN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday Oct. 20 12:00 Noon	OPENING OF SPRING COLLECTION By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN; ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 20 12:00 Noon Luncheon	PRESS PREVIEW: NEW MAKE-UP Preview of Aziza "Vis-A-Vis". Invitations have been issued. Publicity: Maggie Bickel, 697-4917.	PRINCE MATCHABELLI	LUTECE 249 EAST 50TH STREET
Oct. 20	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 20	2:00 P.M., BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292		
Monday Oct. 20 2:30 P.M.	OPENING: SPRING COLLECTION By reservation. Contact: Don Friese, LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 20 2:30 P.M.	OPENING OF SPRING COLLECTION	BRANELL; MISS BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also Oct. 23 at 2:30. By reservation. Contact: PE. 6-6983.		
Monday Oct. 20 3:00 P.M.	FALL AND WINTER COIFFURE FASHIONS	INTERCOIFFURE-AMERICA	HOTEL PIERRE GRAND BALLROOM
	Presentation of new coiffures. Fashion Director and Coordinator: R. Keith. Press by invitation. Tickets: $20.00 each. Contact: Richard Petrolia, 22 E. 62nd St., 751-6240. Publicity: Marsha Gerber, PL. 2-2254.		
Oct. 20	3:00 P.M., LEO NARDUCCI, 530 Seventh Avenue, 11th floor, 594-5660		
Oct. 20	3:00 P.M., SARMI, 550 Seventh Avenue, 3rd floor, CH. 4-7270		
Oct. 20	4:00 P.M., JOHN MOORE, 550 Seventh Avenue, 24th floor, OX. 5-1350		
Oct. 20	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Monday Oct. 20 5:30 P.M.	PREVIEW: SPRING COLLECTION	IRENE BY HUBERT LATIMER	HOTEL PLAZA CRYSTAL ROOM
	By invitation. Thereafter by appointment, Suite 301. Contact: Margaret Fleming, 122 E. 7th St., Los Angeles, Calif., 213-627-4616.		
Monday Oct. 20 5:30 P.M. Cocktails	PRESS-BUYER SHOW: SPRING MENSWEAR	MICHAEL MAIELLO FOR WEATHERCRAFT(10 E. 33RD)	500 CLUB 500 SEVENTH AVENUE
	First collection of men's jump-and-sport suits, rainwear, capes. Cocktails following show. Buyers: 524-5855. Press: Miss Worley, 971-4780.		
Monday Oct. 20 5:30 P.M.	SHOWING OF ITALIAN READY-TO-WEAR	MODA ROMANA	ST. REGIS MEZZANINE
	Spring collection by Carosa of Rome. By invitation. Contact: PL. 5-2340.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	CAMEO EVENING; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Continuous by appointment. Contact: Larry Farragut, PE. 6-0151.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	DANIKA BY LEAMOND DEAN	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings. Contact: 924-4525.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By appointment. Contact: LA. 4-5923.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	KIKI HART	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous showings. Contact: WI. 7-7457.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	JONNY HERBERT; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Continuous by appointment. Contact: Joe Melton, LO. 5-6900.		
Beginning Monday Oct. 20	OPENING OF SPRING COLLECTION	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Continuous by appointment. Contact: OX. 5-4812.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 20	SPRING FASHIONS IN NEW YORK By appointment. Contact: Sylvan Rich 213-623-3338.	JON MANDL FOR RICHARD TAM II	GOTHAM HOTEL PRIVATE SUITE
Beginning Monday Oct. 20	YOUNG MEN'S SPRING COLLECTION Men's shirts, swimwear, sportswear. By reservation. Contact: Tony Margolis, 947-8100. Publicity: Janet Laib, UN. 1-0110.	STROBE	45 WEST 34TH STREET SHOWROOM - 5TH FLOOR
Tuesday Oct. 21 9:00 A.M. Breakfast	PRESS PREVIEW: DESIGNER TABLE SETTINGS Wedgwood China featured in settings designed by Pauline Trigere, Anne Klein, Kasper, Chester Weinberg, Jacques Tiffeau. By invitation. Publicity: Arlene Friedlander, PL. 2-1212 Ext. 7202.	BLOOMINGDALE'S	4TH FLOOR
Oct. 21	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Oct. 21	10:00 A.M., SAMUEL WINSTON, 530 Seventh Avenue, 11th floor, CH. 4-2616		
Tuesday Oct. 21 10:00 A.M.	SHOWING OF RESORT-SPRING COLLECTION Also Oct. 22, 23 at 10:00 (Resort-Spring). Oct. 28 at 10:00 (Spring only). By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Oct. 21	10:00 A.M., BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292		
Tuesday Oct. 21 10:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 28 at 10:00. By appointment. Contact: CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 21 10:30 A.M.	OPENING OF SPRING COLLECTIONS Andrew Arkin at 10:30; Miss Arkin at 11:00. By invitation. Thereafter by appointment. Contact: WI. 7-5324.	ANDREW ARKIN; MISS ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Oct. 21	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 - 7th Ave., 23rd fl., LA. 4-9350		
Tuesday Oct. 21 11:30 A.M.	SPRING COLLECTION By reservation. Contact: LO. 4-9194. Publ: Betty Yarmon, TR. 9-7112.	BELLE SAUNDERS FOR ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Oct. 21	11:30 A.M., ANDREW WOODS, 550 Seventh Avenue, 11th floor, 564-3857		
Tuesday Oct. 21 11:30 A.M.	CUSTOMER SHOWING: FALL COLLECTION Customer showing of Fall collection by Elinor Simmons for Malcolm Starr. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Oct. 21 12:00 Noon	OPENING OF SPRING COLLECTION Also Oct. 23 at 12:00 Noon. Contact: LA. 4-0237.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 21 1:00 P.M.	OPENING OF SPRING COLLECTION Also Oct. 22, 23, 28, 30 at 1:00 P.M. By reservation. Contact: PE.6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 21	1:00 P.M., JUNIOR SOPHISTICATES, 498 Seventh Avenue, 4th floor, LO. 4-0462		
Oct. 21	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 21	1:00 P.M., HANNAH TROY, 530 Seventh Avenue, 2nd floor, LO. 3-0988		
Oct. 21	2:00 P.M., BRIGANCE FOR FORNAROTTO, 48 W. 37th St., 14th floor, 947-1717		
Tuesday Oct. 21 2:30 P.M.	OPENING: SPRING COLLECTION Designed by Ole Borden. Continuous thereafter. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Oct. 21	2:30 P.M., ALDRICH, 530 Seventh Avenue, 12th floor, CH. 4-1872		
Oct. 21	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Oct. 21	3:00 P.M., SARMI PRESS SHOW (see page 7)		
Oct. 21	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235		
Tuesday Oct. 21 5:00 P.M.	SPRING COLLECTION IN NEW YORK Also Oct. 27, Nov. 3 at 5:30. Thereafter by appointment in Suite 1609. Contact: 335-6033.	HELGA (LOS ANGELES)	HOTEL GOTHAM VICE PRESIDENTIAL SUITE
Oct. 21	5:15 P.M., ROSSINO-ANGELA, 530 Seventh Avenue, 18th floor, 695-7230		
Tuesday Oct. 21 6:00 P.M. Cocktails	RESORT-SPRING IN NEW YORK By invitation. Show at 6:30. Thereafter by appointment in Suite 1109. Contact: Dick Steiner, 213-627-5427 (L.A.) or CI. 7-2200 after Oct. 18.	ESTEVEZ FOR NEAL	HOTEL GOTHAM BALLROOM
Beginning Tuesday Oct. 21	RESORT-SPRING COLLECTION Continuous by appointment. Contact: Sallie Hackett, 736-6180.	ADRI	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Oct. 21	SPRING COLLECTION BY ELEANOR BRENNER Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 21	SPRING & RESORT COLLECTION Continuous showings. Contact: Abe Goldner, LO. 4-8190. Publicity: Betty Yarmon, TR. 9-7112.	RONNIE SIMON FOR THE FIFTH ADDITION	530 SEVETH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Oct. 21	OPENING OF SPRING COLLECTION Continuous showings. Contact: LA. 4-7285.	GALLANT INTERNATIONAL; HERBERT GALLANT	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
Beginning Tuesday Oct. 21	SPRING COLLECTION Continuous by appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Oct. 21	SPRING COLLECTION BY JERRY MARSCH Continuous showings. Contact: WI. 7-2055.	MARDI GRAS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Oct. 21	SPRING COLLECTION BY TERRY MORTON Continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Oct. 21	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: LA. 4-2880.	THE SIDNEYS	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 22 9:30 A.M.	OPENING OF SPRING COLLECTION By reservation. Thereafter by appointment. Contact: CH. 4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Oct. 22	10:00 A.M., ADELE SIMPSON, 530 Seventh Ave., 23rd fl., LA. 4-7626 (Resort)		
Wednesday Oct. 22 10:30 A.M.& 1:30 P.M.	SPRING COLLECTION BY SHANNON RODGERS Showing at 10:30 and 1:30, by invitation only. Contact: Jeanne Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Oct. 22	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350		
Wednesday Oct. 22 11:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 27, 29, Nov. 5 at 11:00. Contact: BR. 9-5794.	DAVID KIDD FOR MARQUISE	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR
Wednesday Oct. 22 11:30 A.M.	OPENING: SPRING COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Oct. 22 11:45 A.M.	SPRING COLLECTION Joseph Speaker's collection. By reservation. Contact: Jean Palitz, PE6-1351	JOSEPH SPEAKER (JOBERE)	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Oct. 22 12:00 Noon-7:00 P.M.	INTRODUCTION: NEW FIBER Rohm & Haas will introduce their new stretch fiber Anim-8, in fashions by Deanna Littell; fabric prints by Julian Tomchin; film by William Claxton. For press, trade, retailers. By invitation. Publicity: Dolores Cree, Rogers, Cowan & Brenner, PL. 9-6272.	ROHM & HAAS CO. (350 FIFTH AVENUE)	TAVERN-ON-THE-GREEN CENTRAL PARK (64TH ST.)
Wednesday Oct. 22 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "His and Hers" knitwear collection. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	BIANNI FERRI FOR BANFF	BARBETTA RESTAURANT 321 WEST 46TH STREET
Oct. 22	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Wednesday Oct. 22 1:15 P.M.	OPENING OF SPRING COLLECTION By reservation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Oct. 22	1:30 P.M., JERRY SILVERMAN, 530 Seventh Avenue, 25th floor, CH. 4-4940		
Wednesday Oct. 22 2:30 P.M.	OPENING OF SPRING COLLECTION By reservation. Contact: Mary Lou Levine, OX. 5-6234.	JEUNESSE; BLAUNER BOUTIQUE	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 22 2:30 P.M.	SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Also Oct. 28 at 2:30. By reservation. Contact: Maria Finkel, LO. 4-9220.		
Wednesday Oct. 22 2:30 P.M.	SPRING COLLECTION	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By reservation. Contact: BR. 9-8575.		
Wednesday Oct. 22 2:30 P.M.	OPENING OF SPRING COLLECTION	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Also Oct. 28 at 10:30. By reservation. Contact: LO. 3-1600.		
Wednesday Oct. 22 4:00 P.M.	OPENING OF SPRING COLLECTIONS	MALCOLM STARR; MALCOLM STARR INT'L	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Designed by Elinor Simmons and Rizkallah. Also Thurs., Oct. 23 at 4:00. By reservation. Contact: 594-0030.		
Oct. 22	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Wednesday Oct. 22 5:00 P.M.	RESORT-SPRING COLLECTION	BABA	18 EAST 53RD STREET SHOWROOM - 9TH FLOOR
	Also Thurs., Oct. 23 at 9:00 A.M. By reservation. Contact: PL. 2-0727.		
Beginning Wednesday Oct. 22	OPENING OF SPRING COLLECTION	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings. Contact: LO. 3-0992 or CH. 4-8281.		
Thursday Oct. 23 8:30 A.M. Breakfast	PREVIEW: SPRING COLLECTION	KASPER FOR JOAN LESLIE	500 CLUB 500 SEVENTH AVENUE
	Show at 9:00, by invitation. Thereafter continuous at showroom, 530 Seventh Avenue, 4th floor. Contact: Miss Shelley, LW. 4-9000.		
Oct. 23	9:00 A.M., BABA, 18 East 53rd Street, 9th floor, PL. 2-0727		
Oct. 23	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Oct. 23	10:00 A.M., ADELE SIMPSON, 530 - 7th Ave., 23rd fl., LA. 4-7626 (Resort)		
Oct. 23	10:00 A.M., SAMUEL WINSTON, 530 Seventh Avenue, 11th floor, CH. 4-2616		
Oct. 23	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 - 7th Ave., 23rd fl., LA.4-9350		
Oct. 23	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237		
Thursday Oct. 23 12:00 Noon	OPENING: CRUISE-SPRING COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Also Oct. 30, Nov. 6 at 12:00 Noon. By reservation. Contact: CH. 4-5693.		
Thursday Oct. 23 12:30 P.M. Luncheon	NINTH ANNUAL INT'L FABRICS FASHION SHOW	NATIONAL SOCIETY OF INTERIOR DESIGNERS	N.Y. HILTON HOTEL BALLROOM
	Theme: "We Create"--men's and women's fashions by 40 leading designers in home furnishings fabrics. Chmn: Geraldine Nicosia. Co-chmn: Hortense Davis Tickets: $15.00 each, for benefit of NSID Educational Fund. Contact: NSID, 315 E. 62nd St., 838-5906. Publicity: Ted Materna Associates, 75 E. 55th St PL. 3-3240.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 23 12:30 P.M. Luncheon	SPRING LINGERIE PREVIEW	KAYSER/PERMA-LIFT (640 FIFTH AVENUE)	DELMONICO HOTEL CRYSTAL BALLROOM
	Preview of Spring '70 foundations, lingerie, loungewear. For resident buyers, press. By invitation only. Contact: Johanna Lee, PL. 7-9600.		
Thursday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By reservation. Contact: WI. 7-9470.		
Oct. 23	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 23	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Oct. 23	2:30 P.M., BRANELL, 530 Seventh Avenue, 27th floor, PE. 6-6983		
Thursday Oct. 23 3:00 P.M.	OPENING OF SPRING COLLECTION	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	By reservation. Contact: LO. 4-9115.		
Thursday Oct. 23 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: COSMETIC PRESENTATION	HOLIDAY MAGIC COSMETICS (LOS ANGELES)	HOTEL PLAZA PLAZA 9
	Presentation by Billy Mitros. By invitation only. Contact: Mary Robeson, EL. 5-2500 Ext. 1808.		
Oct. 23	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235		
Oct. 23	4:00 P.M., JOHN MOORE, 550 Seventh Avenue, 24th floor, OX. 5-1350		
Oct. 23	4:00 P.M., MALCOLM STARR, 530 Seventh Avenue, 20th floor, 594-0030		
Friday Oct. 24 9:00 A.M. Breakfast	NEW YORK OPENING: SPRING COLLECTION	TRAVILLA (LOS ANGELES)	HOTEL PLAZA TERRACE ROOM
	By invitation only. (Beginning Wed., Oct. 22, by appointment.) Contact: Dolores Byers, 213-627-9154 (L.A.).		
Saturday Oct. 25- Nov. 2	ANNUAL ANTIQUES FAIR	NATIONAL ARTS & ANTIQUES FESTIVAL	SEVENTH REGIMENT ARMORY PARK AVE. & 65TH STREET
	Admission: $2.50, for benefit of Brooklyn Museum. Hours: 1:00 - 11:00 P.M. daily; 1:00 - 7:00 P.M., Sunday and last day. Publicity: Pearl Winick, 11 Warren St., 233-6010.		
Monday Oct. 27 8:30 A.M. Breakfast	SHOWING OF MEN'S AND BOYS' FASHIONS	CORDUROY COUNCIL (527 MADISON AVENUE)	HOTEL McALPIN B'WAY & 34TH STREET
	"Viewpoints '70"--collection of men's and boys' wear ideas by the editor, the designer, the retailer. Show at 9:00. (Repeat Show: Tues., Oct. 28, 8:30 A.M.) By invitation. Contact: Jean Driscoll, EL. 5-7850.		
Oct. 27	11:00 A.M., MARQUISE, 512 Seventh Avenue, 35th floor, BR. 9-5794		
Monday Oct. 27 12:00 Noon Luncheon	PRESS PREVIEW: SPRING FABRIC BOUTIQUE	YVES ST. LAURENT FABRIC BOUTIQUE	BURLINGTON HOUSE 1345 SIXTH AVENUE
	Multi-media fashion show. By invitation only. Contact: Anneleise Mauss, 333-6064.		
Monday Oct. 27 12:30 P.M.	FASHION SHOW AT LUNCHEON	SWEE LO (20 EAST 54TH STREET)	HOTEL PLAZA TERRACE ROOM
	Fashion Show Coordinator: Mary Alice Rice, PL. 2-5726.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 27	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 27	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Monday Oct. 27 6:00 P.M. Cocktails	SPRING MARKET PRESENTATION "Spring Flora". Show at 6:30. By invitation. Contact: Lois Watson, 3641 Apparel Mart, Dallas, 214-631-0622.	TEXAS FASHION CREATORS ASSN	FASHION THEATRE APPAREL MART
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous showings. Contact: 244-6761.	CARLYE DRESS	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: BR. 9-3650.	LAURENCE GROSS BY LEVINO VERNA	498 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Oct. 28	8:30 A.M., CORDUROY COUNCIL SHOW (see page 13)		
Tuesday Oct. 28 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING LINGERIE Showing at 10:00. By invitation only. (Resident Buyers: Wed., Oct. 29, 2:00 and 3:30. Contact: Kay Keniry, 661-1300 Ext. 296.) Contact: Marilyn Hardin, 661-1300 Ext. 267.	WARNERS	90 PARK AVENUE SHOWROOM - 12TH FLOOR
Tuesday Oct. 28 10:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 30, Nov. 5 at 10:00. By reservation. Contact: PE. 6-7121.	MOLLY FOR JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Oct. 28	10:00 A.M., BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292		
Oct. 28	10:00 A.M., ADELE SIMPSON, 530 - 7th Ave., 23rd fl., LA. 4-7626 (Spring)		
Oct. 28	10:30 A.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600		
Tuesday Oct. 28 11:00 A.M.	OPENING OF SPRING COLLECTION Designed by Beverly Moyer and Bill de Natale. Contact: 524-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 28 11:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 30, Nov. 6 at 11:00. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 28 12:30 P.M. Luncheon	MADAME GRES COUTURE AT BENEFIT LUNCHEON Fall couture by Mme. Gres. Co-chmn: Mrs. William Randolph Hearst, Jr. and Mrs. Iva Patcevitch. Price: $25.00. Contact: PL. 1-0530.	MUSICIANS EMERGENCY FUND (745 FIFTH AVENUE)	ST. REGIS ROOF
Oct. 28	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 28	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 28	2:30 P.M., ALDRICH, 530 Seventh Avenue, 12th floor, CH. 4-1872		
Oct. 28	2:30 P.M., CHRISTIAN DIOR-N.Y., 498 Seventh Avenue, 17th floor, LO. 4-9220		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 28 2:30 P.M.	SPRING COLLECTION BY CHRISTIAN MANN Also Oct. 29 at 2:30. By reservation. Contact: Martin Blank, 563-6380.	ADOLPH BLANK; MARTINO	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Tuesday Oct. 28 3:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION Show at 4:00. By invitation only. Contact: LO. 3-6126. Publicity: Essie Pinsker Associates, WI. 7-2514. (Note change of date).	CLARET (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Wednesday Oct. 29 8:15 A.M. Breakfast	FASHION SHOW FOR RETAIL BUYERS Ready-to-wear showing of Spring '70 fashions in Celanese fibers. For retailers. Show at 9:00 A.M. By invitation. Contact: Sue Brady, 867-2000.	CELANESE FIBERS (522 FIFTH AVENUE)	RAINBOW ROOM ROCKEFELLER CENTER
Oct. 29	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350		
Oct. 29	11:00 A.M., MARQUISE, 512 Seventh Avenue, 35th floor, BR. 9-5794		
Wednesday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION By reservation. Contact: 594-3000.	MALCOLM CHARLES BY MORTON MYLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Oct. 29 1:00 P.M. Luncheon	ANNUAL LUNCHEON FASHION SHOW Showing of Holiday and Early Cruise collection designed by Karen Stark for Harvey Berin. Commentator: Lynne Lyons Blum. ("Pig-in-the-Poke" Gift Sale, 11:30 A.M.) Price: $20. Contact: Stanley Sherwood, WI. 7-8400.	BOY SCOUTS OF AMERICA (GREATER N.Y. COUNCILS)	HOTEL PIERRE GRAND BALLROOM
Oct. 29	2:30 P.M., ADOLPH BLANK, 512 Seventh Avenue, 33rd floor, 563-6380		
Oct. 30	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121		
Thursday Oct. 30 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Preview of Bonnie Cashin's Spring collection for Philip Sills. By invitation. Beginning Mon., Nov. 3, daily from 9:30, by appointment. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS, INC.; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Oct. 30	11:00 A.M., SEYMOUR FOX, 512 Seventh Avenue, 22nd floor, LO. 4-3246		
Thursday Oct. 30 11:00 A.M.& 2:30 P.M.	TWO SHOWINGS OF SPRING LINGERIE Showings of Spring lingerie for resident buyers and press. Contact: Heather Wright, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Oct. 30	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Avenue, 9th floor, CH. 4-5693		
Oct. 30	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 30	2:30 P.M., VAN RAALTE, 417 Fifth Avenue, 2nd floor, MU. 9-4200		
Thursday Oct. 30 3:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter continuous. Contact: LW. 4-9000.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 30 5:00 P.M.- 7:00 P.M.	FIFTH ANNUAL DESIGN AWARDS	FASHION EYEWEAR GROUP OF AMERICA	HOTEL PIERRE BALLROOM
	Presentation of awards for outstanding eyewear designs. Cocktails and show for press and industry. By invitation. Publicity: Ruth Hammer, 246-4818.		
Friday Oct. 31 8:00 P.M.	"APRIL IN PARIS" BENEFIT DINNER-DANCE	AMERICAN-FRENCH FOUNDATION, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Eighteenth annual dinner-dance for benefit of American-French Foundation (745 Fifth Avenue). Price: $175 each. (Black Tie) Contact: PL. 8-4810.		
Nov. 3- Nov. 7	ITALIAN READY-TO-WEAR, PITTI PALACE, FLORENCE, ITALY. Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci 9/A, Florence.		
Nov. 4	ELECTION DAY (Tuesday)		
Tuesday Nov. 4 2:00 P.M.	OPENING OF SPRING COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Also Nov. 11, 18 at 2:00. By reservation. Contact: Miss Lorna, Miss Ruth, or Miss Delphine, 695-5100.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COLLECTION	AOUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
	Continuous showings. Contact: 736-1076.		
Nov. 8- Nov. 13	FRENCH READY-TO-WEAR, PARC DES EXPOSITIONS, PORTE DE VERSAILLES, PARIS. Contact: 69, rue de Richelieu, Paris II, France.		

THESE SPRING COLLECTIONS HAVE OPENED - Continuous Showings

DESIGN THAI	1 East 53rd Street, 10th floor, HA. 1-1676
LORE DIBBERN	Hampshire House, Private Suite, 246-4820
GREGG DRADDY	498 Seventh Avenue, 20th floor, LW. 4-4197
EVAN-PICONE	1407 Broadway, 33rd floor, 564-7375
HENRY FRIEDRICKS	205 West 39th Street, 13th floor, PE. 6-8867
GAY GIBSON; PLW	1407 Broadway, 39th floor, 564-3913
KIMBERLY	1410 Broadway, 10th floor, 564-1080
LOOMTOGS	1407 Broadway, 35th floor, 594-2100
HANAE MORI	Hotel Plaza, Private Suite, 758-7760; PL 9-3000.
PETTI 4'S	498 Seventh Avenue, 17th floor, CH. 4-3558.
SAMUEL ROBERT	530 Seventh Avenue, 20th floor, LA. 4-4562
SPORTS EDITIONS	1407 Broadway, 35th floor, 594-2100
STRELITZ	St. Moritz Hotel, Suite 1723, PL. 5-5800

1970

JANUARY

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FEBRUARY

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MARCH

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NOVEMBER

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DECEMBER

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